

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – AP Tourism Promotional Campaign at Delhi International Airport by M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi - Release of Rs.51,20,280/- (Rupees Fifty One Lakhs Twenty Thousand Two Hundred and Eighty only) including taxes for the Conveyor Belts from (9<sup>th</sup> October 2013 to 8<sup>th</sup> November 2013), Digital Screens from (13<sup>th</sup> October 2013 to 12<sup>th</sup> November 2013) and Promotional Space from (27<sup>th</sup> October 2013 to 26<sup>th</sup> November 2013) for One Month – Orders – Issued.

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.887

Dated:14-11-2013

Read the following:

1. From M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, Dt:28-08-2013.
2. Govt.Lr.No.2827/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.21-09-2013.
3. Bill.No.TIM/Delhi/13-14/0623, from M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, Dt.30-10-2013.

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**ORDER:**

In the letter 1<sup>st</sup> read above, M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, has submitted a proposal for taking up advertising campaign for Andhra Pradesh Tourism branding at Delhi International Airport.

2. Accordingly, Government have issued work order in reference 2<sup>nd</sup> read above, for taking up selective at Delhi International Airport for a period of three months at the rate of Rs.1,55,49,000/- (Rupees One Crore Fifty Five Lakhs Forty Nine Thousand only) including taxes. The media of promotion are:

Sl.No	Media Type	Location	Rate inclusive of printing & mounting charges (Rs)
1	Conveyor Belts (7 Double sided – 14 creatives)	Terminal 3 Domestic Arrivals	Rs.68,19,000/- (@Rs.22,73,000/-per month)
2	64 No.s Digital Screens	Terminal 3 Domestic Arrivals	Rs.46,50,000/- (@ Rs.15,50,000/-per month)
3	Promotional Space	Terminal 1 Domestic Arrivals	Rs.40,80,000/- (@ Rs.13,60,000/- per month)
<b>TOTAL AMOUNT NOT EXCEEDING RS. 1,55,49,000/- INCLUDING TAXES PER 3 MONTHS</b>			

3. In the reference 3<sup>rd</sup> read above, M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, has submitted bill along with the photographs as proofs upon erection of the media for A.P Tourism to be placed at Delhi International Airport for the Conveyor Belts from (9<sup>th</sup> October 2013 to 8<sup>th</sup> November 2013), Digital Screens from (13<sup>th</sup> October 2013 to 12<sup>th</sup> November 2013) and Promotional Space from (27<sup>th</sup> October 2013 to 26<sup>th</sup> November 2013) for One Month and requested the Government to release payment of an amount of Rs.51,20,280/- (Rupees Fifty One Lakhs Twenty Thousand Two Hundred and Eighty only) including taxes for One Month.

4. Government after careful examination of the matter, hereby ordered to release an amount of Rs.51,20,280/- (Rupees Fifty One Lakhs Twenty Thousand Two Hundred and Eighty only) including taxes, for the Conveyor Belts from (9<sup>th</sup> October 2013 to 8<sup>th</sup> November 2013), Digital Screens from (13<sup>th</sup> October 2013 to 12<sup>th</sup> November 2013) and Promotional Space from (27<sup>th</sup> October 2013 to 26<sup>th</sup> November 2013) for One Month, to M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, for taken up AP Tourism Promotional Campaign at Delhi International Airport. Balance amount will be paid in due course.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, through on line. The details of Bank account is as follows:-

Account Name	: M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi
Account No	: 000751000423
Name of the Bank	: ICICI Bank Ltd.,
Branch	: 9A, Phelps Building, Connaught Place, New Delhi.-110001.
IFSC Code	: ICIC0000007
PAN:	: AADCT4881E

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To  
M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi.  
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT & C (PMU - Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**